

ABSTRACT

A method of broadcasting data files to selected mobile units, comprising steps of (a) receiving, through a bi-directional wireless network, a data request from a mobile unit, the data request including identification information for the mobile unit, (b) associating the data request with a digital data file; and (c) broadcasting the digital data file together with identification data for the mobile unit over a download channel on a broadcast network that has an overlapping coverage area with the bi-directional wireless network.